

**AMENDMENTS TO THE CLAIMS**

This Listing of Claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Withdrawn) A method for analyzing a business initiative tested at a number of test sites included in a business network having a number of sites including the test sites where the initiative was tested, and control group sites where the initiative was not tested, wherein each site is associated with a set of attributes, the method comprising:

collecting a performance value for each of the test sites and control group sites during a predetermined period of time when the business initiative was tested at the test sites;

segmenting the performance values of the test sites for each attribute to identify a set of attributes that are more closely related to the performance of the test sites than other attributes;

estimating performance values for the sites other than the test group sites if each were to implement the tested business initiative based on the attributes associated with the identified set of test sites;

determining a set of non-test group sites to implement the tested business initiative based on the estimated performance values; and

displaying the determined set of non-test group sites.

2. (Withdrawn) The method of claim 1, wherein segmenting the performance values includes: for each attribute,

separating the test site performance values based on a value of the attribute for each of the test sites,

separating the control group site performance values based on a value of the attribute for each of the control group sites, and

analyzing the separated test site performance values against corresponding separated control group performance values.

3. (Withdrawn) The method of claim 2, wherein separating the test site performance values includes distinguishing the test site performance values into test site fragments based on the values of the test site attributes, and wherein separating the control group performance values includes distinguishing the control group performance values into control group fragments.

4. (Withdrawn) The method of claim 3, wherein analyzing includes:

comparing each test site fragment against a respective control group fragment to produce respective segmented attribute test site fragments showing adjusted performance values of the test sites in relation to the performance values of control group sites for each respective segmented attribute test site fragment; and

determining a relationship between the attribute and the performance values of the test sites based on the segmented attribute test site fragments.

5. (Withdrawn) The method of claim 1, wherein estimating the performance values for the sites includes:

configuring a model for estimating performance values for the sites using a list of attributes ranked according to their respective impact on the performance values of the test sites;

applying the model to the test sites to produce estimated performance values for the test sites;

determining whether the model accurately predicts the performance values for the test sites; and

applying the model to the non-test group sites to estimate the performance values of those group sites when implementing the tested initiative.

6. (Withdrawn) The method of claim 5, wherein determining whether the model accurately predicts the performance values for the test sites includes:

identifying a subset of attributes that the model used in predicting the performance values of the test sites;

reconfiguring the model such that the model uses at least one attribute that is different from the attributes in the subset; and

reapplying the model to the test sites to produce second estimated performance values for the test sites.

7. (Withdrawn) The method of claim 5, wherein determining whether the model accurately predicts the performance values for the test sites includes:

reconfiguring the model until the model accurately predicts the performance values for the test sites.

8. (Withdrawn) The method of claim 7, wherein reconfiguring the model includes at least one of changing one or more parameters of the model and selecting a different type of model.

9. (Withdrawn) The method of claim 1, wherein estimating the performance values of the sites includes:

selecting a type of model that predicts the performance values of the sites based on an analysis of predicted test site performance values and the collected test site performance values; and

applying the selected model to the non-test group sites to predict the performance values of those sites when implementing the tested initiative.

10. (Withdrawn) The method of claim 1, wherein determining a set of non-test group sites includes:

analyzing a list of non-test group sites ranked according to their estimated performance values; and

selecting those sites having estimated performance values that are more attractive than estimated performance values for other sites.

11. (Original) A system for analyzing a business initiative for a business network including business locations having sites including test sites that have implemented the business initiative for a predetermined test period and non-test group sites that have not implemented the business initiative, each of the sites being associated with a set of attributes, the system comprising:

a client associated with the business network; and

a server that, based on requests from the client, is configured to:

identify a set of test sites that have higher business levels of performance than other test sites during the test period,

configure a model that accurately predicts the performance of the non-test group sites if they were to implement the business initiative based on selected attributes associated with the set of test sites, and

rank the non-test group sites based on their respective predicted performance, wherein a user operating the client may select a set of the non-test group sites to actually implement the business initiative.

12. (Original) The system of claim 11, wherein the server includes:

a database including performance values associated with the business levels of performance for the sites during the test period; and

a memory including:

a segmentation program that determines a relationship between each attribute and the performance values of the test sites during the test period,

a model analysis program that configures the model by predicting the performance values of the test sites based on the selected attributes; and

a processor for executing the programs.

13. (Original) The system of claim 11, wherein the server identifies the set of test sites based on performance values for each of the test sites during the test period.

14. (Original) The system of claim 11, wherein the server receives one or more parameters from the user to configure the model.

15. (Original) The system of claim 14, wherein the user selects a type of model to configure.

16. (Original) The system of claim 14, wherein the one or more parameters include a user selected attribute that the model is to consider when executed by the server.

17. (Original) The system of claim 11, wherein the server applies the model to the test sites to predict the level of performance of the test sites.

18. (Original) The system of claim 17, wherein the user determines whether the model predicts the level of performance of the test sites based on results of the application of the model to the test sites.

19. (Original) The system of claim 18, wherein the user instructs the server to reconfigure the model by changing at least one parameter of the model.

20. (Original) The system of claim 19, wherein the server reapplies the model to the test sites based on the changes at least one parameter to predict the level of performance of the test sites.

21. (Original) The system of claim 18, wherein the server is configured to apply the model to the non-test group sites to predict the performance those sites when the user determines the model accurately predicts the level of performance of the test sites.

22. (Original) The system of claim 11, wherein the non-test group sites includes a set of control group sites and wherein the server is configured to,

for each attribute:

generate test site fragments based on the value of the attribute and performance value for each test site,

generate control site fragments based on the value of the attribute and performance value for each control group site, and

determine a strength relationship between the attribute and the performance values of the test sites based on an analysis between selected test site fragments and corresponding control site fragments.

23. (Original) The system of claim 11, wherein the client downloads to the server actual performance data associated with the test sites and control group sites.

24. (Original) A method for analyzing a business initiative for a business network including business locations including test sites that have implemented the business initiative during a predetermined test period and non-test group sites that have not implemented the initiative, each of the sites being associated with a set of attributes, the method comprising:

receiving, from a server, a list of the attributes ranked based on each attribute's impact on performance values associated with the test sites during the test period;

configuring a model to predict the performance value of the sites based on the ranked list of attributes;

instructing the server to execute the model for the test sites;

receiving results of the executed model, wherein the results include quantitative measures of the model's ability to accurately predict the performance levels of the test sites;

instructing the server to apply the model to the non-test group sites to predict the performance levels of the non-test group sites based on a determination that the model accurately predicts the performance levels of the test sites; and

receiving a list of non-test group sites ranked based on each non-test group site's predicted performance level.

25. (Original) The method of claim 24, further comprising:

selecting a subset of the non-test group sites to implement the business initiative based on the ranked list of those sites.

26. (Original) The method of claim 24, wherein configuring the model includes:

selecting the model from a list of models provided by the server; and

selecting one or more parameters for the selected model;

27. (Original) The method of claim 24, wherein receiving results of the executed model further includes:

reconfiguring the model with at least one new parameter based on a determination that

the model does not accurately predict the performance levels of the test sites; and  
instructing the server to execute the reconfigured model for the test sites.

28. (Original) The method of claim 27, further comprising:

repeating the reconfiguring and executing the reconfigured model until the quantitative measure reflect that the model accurately predicts the performance levels of the test sites.

29. (Original) The method of claim 24, wherein configuring the model includes:

selecting a number of the ranked attributes that the model should consider when  
executing.

30. (Original) The method of claim 24, wherein the quantitative measures includes a ranked list of selected attributes that the model considered during its execution and data values assigned to each of the selected attributes by the model.

31. (Original) The method of claim 30, wherein the data values includes a coefficient data value for a mathematical function used by the model to generate the results.

32. (Original) The method of claim 24, wherein the non-test group sites includes a set of control group sites and wherein the list of the attributes ranked based on each attribute's impact on the test site performance values is generated by the server based on comparisons between test site fragments and corresponding control group site fragments, wherein each fragment is generated by the server based on each respective site's attribute value and performance value.

33. (Original) A system for analyzing a business initiative for a business network including business locations having sites including test sites that have implemented the business initiative during a predetermined test period and non-test group sites that have not implemented the initiative, each of the sites being associated with a number of attributes, the system comprising

a memory having program code including:

program code for determining the impact of each of the attributes on performance values of the test sites during the test period;

program code for configuring a model, based on user input associated with the attributes, that predicts performance values of the test sites in relation to actual performance values of the test sites during the test period,

program code for executing the model for the test sites to produce results reflecting the model's ability to accurately predict the performance values of the test sites,

program code for reconfiguring the model based on additional user input associated with the attributes,

program code for executing the model for the non-test group sites to produce predicted performance values for the non-test group sites when implementing the business initiative; and

a processor for executing the program code.



34. (Original) The system of claim 33, wherein the memory further includes program code for providing a user with a list of non-test group sites ranked according to each non-test group site's predicted performance value.

35. (Original) The system of claim 34, wherein the user operates a client remotely located from the system.

36. (Original) The system of claim 34, wherein the non-test group sites includes a set of control group sites and wherein the program code for determining the impact of each of the attributes on performance values of the test sites during the test period includes:

program code for segmenting the test sites into fragments based on a selected attribute and the performance value for the test sites,

program code for segmenting the control group sites into fragments based on the selected attribute and the performance value for the control group sites, and

program code for determining the strength of the relationship between the selected attribute and the test site performance values based on a comparison of the test site fragments and corresponding control group fragments.

37. (Original) The system of claim 34, wherein the user input associated with the attributes includes a user selection of one or more of the attributes that are to be considered by the model when executed.

38. (Original) The system of claim 37, wherein the program code for reconfiguring the model includes program code for receiving instructions from the user to remove at least one of the selected one or more attributes from consideration by the model.

39. (Original) The system of claim 34, wherein the program code for executing the model for the test sites includes program code for configuring the model using a subset of the test sites and testing the model's ability to accurately predict performance values by predicting the performance values of test sites not included in the subset of test sites.

40. (Withdrawn) A method for analyzing a business initiative for a business network of business locations including a first set of test business locations that have implemented the business initiative for a predetermined test period and a second set of non-test business locations that have not implemented the business initiative, the method comprising:

predicting a performance of each of the test business locations using actual performance values collected from the test business locations and attributes associated with each of the test business locations;

determining whether the predicted performance accurately reflects actual performance of the test business locations;

predicting a performance of each of the non-test business locations based on a determination that the performance of the test business locations are accurately predicted; and

selecting a subset of the non-test business locations for implementing the business initiative based on the predicted performance of those business locations.

41. (Withdrawn) A method for analyzing a business initiative tested at a number of test sites included in a business network having a number of sites including the test sites and a number of non-test group sites where the initiative was not tested, wherein each site is associated with a set of attributes, the method comprising:

determining a set of control group sites from the non-test group sites;

collecting a performance value for each of the test sites and control group sites, wherein the performance value represents a level of performance associated with the respective site;

for each attribute,

separating the test site performance values into fragments based on values for the attribute for each test site,

separating the control group site performance values into fragments based on values for the attribute for each control group site,

analyzing the performance value of each test site fragment with the performance value of a corresponding control group site fragment,

determining a strength of the relationship between the attribute and the performance of the test sites based on the analysis, and

configuring a model using the attributes and at least one of the determined strength relationships;

applying the model to the test site performance values to produce first results reflecting estimates of the performance values of the test sites;

reexecuting the model for non-test group sites reflecting sites in the business network that have not implemented the initiative to produce second results reflecting estimates of performance values for the non-test group sites if these sites were to implement the tested initiative; and

determining which non-test group sites to actually implement the tested initiative based on the second results.

42. (Withdrawn) A method for predicting the performance of a target business location when implementing a tested business initiative, the method comprising:

receiving feedback associating an implementation of the business initiative at a test business location;

predicting a likelihood of the business initiative having a positive impact on the target business location based on a model that produces quantitative performance data associated with the business initiative and is constructed using one or more attributes associated with the test business location; and

determining whether the target business location should implement the business initiative based on the predicted likelihood, wherein the target business location is included in a set of business locations that may be selected to implement the business initiative.